PRODUCT DESCRIPTION:

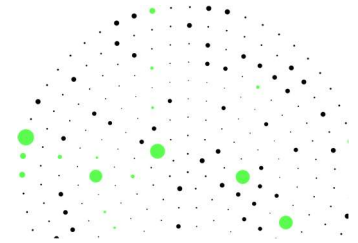# Intelligent Business Cloud

The Intelligent Business Cloud allows access to a software with the following features:

## 1. Process Mining Capabilities

FEATURE	DESCRIPTION
PROCESS EXPLORER	The Process Explorer allows the User to explore his/her process based on the frequency of activities performed in the process.
VARIANT EXPLORER	The Variant Explorer allows the User to explore his/her process based on the end to end variants.
CASE EXPLORER	The Case Explorer is a tool for examining specific cases and their associated activities, timestamps and further meta data.
FILTERING	Dynamic filters allow the User to create selections from any component of an analysis sheet, filtering the whole analysis document. Only cases that meet the selected filter criteria are then examined in the components.
SELECTION VIEWS	Selection Views are predefined filters, which enable the User to filter based on a selection of attributes, activities, process flows, throughput times, rework rates, or cropped subprocesses.
THROUGHPUT TIME SEARCH	The Throughput Time Search allows the User to examine the throughput time between two specific activities.
ACTIVITY EXPLORER	The Activity Explorer provides an alternative to find out how activities relate to Your process.
CHARTS AND TABLES	Charts and Tables can be created and edited to illustrate certain data. The following components can be used: OLAP tables, column charts, pie charts, donut charts, line charts, area charts, marker charts, scatter plots, bubble plots, histogram charts, single KPIs (gauge, number, fill, and radial), pivot tables, box plots, and world maps.
VISUAL EDITOR	The Visual Editor creates dimensions and KPIs to be used in any component. The User can choose to use predefined standard KPIs or to create individual KPIs using the visual editor. The calculated data can be formatted or abbreviated.
KPI LIBRARY	Saved formulas allow the User to create his/her own reusable KPI Library. It is possible to define replaceable parts of the formula with the help of

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	customizable parameters. Thereby the User can define which parts of the formula are editable by other users.
SELECTION COMPONENTS	Selection Components are built to facilitate the creation of filters. The following components can be used: dropdown, date picker, cropping, search.
DESIGN COMPONENTS	With Design Components the User can enrich the analysis sheets with various design features. The following components are available: variable input, button, button dropdown, text components, image, line, logo.
BOOKMARKS	Bookmarks can be used to store findings. By setting a bookmark, the currently used filters will be saved for future use.
ROLES AND RIGHTS MANAGEMENT	Users can be assigned various rights (e.g. business users and analysts) towards different objects (e.g. analysis, data pools). Groups structure users and facilitate the permission changing process. Each group is limited to the number of users subscribed. All roles and rights of users or groups can be edited by an administrator.
CONFORMANCE CHECKER	The Conformance Checker uses artificial intelligence to automatically detect non-conformant cases and to outline their violations, root-causes and impact on KPIs, by comparing the mined as-is process against a target process model. To define the target model, the Conformance Checker supports importing .bpmn files (BPMN 2.0 Standard), modelling processes with the built-in process modeler or automatically documenting the mined as-is process as the target model.
PROCESS REPOSITORY	The Celonis Process Repository is an integrated and centralized environment for documenting and maintaining business processes. It supports versioning and it integrates with third party Business Process Management tools. The stored models can also be accessed directly from the Conformance Checker.
MULTI-EVENT LOG	The Multi-Event Log capability combines processes into a single view to provide cross-process analysis, context and KPI calculations. Multi-Event Log enabled data models can have multiple case tables and thus multiple event logs in the same data model linked together by foreign key relationships, removing the need for complex SQL-joins when defining activities. Users can identify inefficiencies using cross-process KPIs and drilldowns and visualize end-to-end processes within a single analysis.
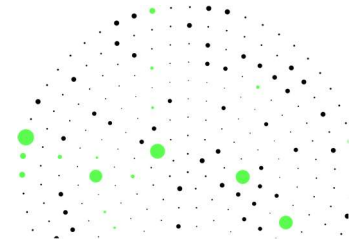
2. Action Engine Capabilities

The Celonis Intelligent Action Engine is a Celonis Cloud Service accessible by users via web browser.

FEATURE	DESCRIPTION
AUTONOMOUS AND CONTINOUS DATA ANALYSIS	The Action Engine analyzes data across the processes (data models) that You connected, providing an end-to-end gathering of relevant information. With embedded interpretation capabilities, the Action Engine continuously analyzes the captured data, seeking relevant, critical incidents that require action.
PERSONALIZED COMMUNICATION	The Action Engine indicates the relevant incidents (signals) to the business users within their area of responsibility, based on a selected attribute such as the purchasing group.
PERSONALIZED ACTION OVERVIEW	Using their personal account, business users get an up-to-date overview of their personal required actions (actions) together with customizable additional information (action details).
ACTION DETAIL INFORMATION	The Action Details provide a customizable, detailed list of all relevant information associated with a specific action. For instance, in respect of a customer order that is predicted to be delayed, the details could show the single affected item and material numbers.
PARAMETRIZED ACTIONS	The Action Engine can initiate actions to be executed by the business users. The actions can be enriched with details on the respective event (e.g. client, company code, and document number affected) to gather all inputs necessary for executing the action in the subsequent operational system.
CROSS-SYSTEM INTEGRATION AND AUTOMATION	Directly trigger actions in any system, with integration from Celonis Action Engine to Process Automation, which uses APIs and pre-built integrations to directly input or change data in IT systems.
SKILL CONFIGURATION	Further skills can be added to the Action Engine. A skill is the combination of signal creation (analysis of data), routing (assignment to business users), signal details (context-relevant information), actions (executable actions or workflows in operational systems) and communication (automated notifications). One skill is set up for a specific use case, such as on-time shipment of express orders. The skill configuration comes with a setup wizard for guided and seamless setup.
UNLIMITED SKILLS	The Action Engine can be empowered with an unlimited number of skills.

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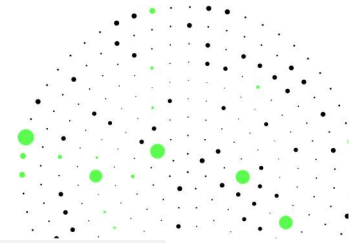
UNLIMITED PROCESSES	A skill of the Action Engine can span multiple processes. Given a connection between separate processes for customer orders and purchase orders, the Action Engine can capture and connect data from both to come up with comprehensive actions.

The User can access the Celonis Intelligent Action Engine by using a standard, up-to-date web browser on the Users personal computer, mobile, or tablet. For logging into and working in the Action Engine, internet access is required.
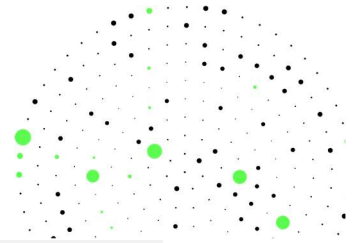
3. Process Automation

FEATURE	DESCRIPTION
PRE-BUILT INTEGRATIONS AND ENTERPRISE APIS	Connect to source systems through secure, point-and-click connections with full support for RESTful or SOAP integrations.
POINT-AND-CLICK WORKFLOW BUILDER	Build enterprise-grade workflows, with application-specific form-based integrations and pre-configured actions.
BUSINESS-CENTRIC WORKFLOW LOGIC	Deploy workflows that use conditional logic, based on contextual information specific to the individual case ID. Take action in downstream systems as a specific user, to ensure tracking and auditing of updates to systems.

4. Other Components

FEATURE	DESCRIPTION
EVENT COLLECTION	Event Collection connects to a multitude of source systems to capture events in the form of digital footprints. Furthermore, it allows the User to transform the extracted data and to construct a data model. The data pipeline can be orchestrated and automated through an user interface.
INTELLIGENT BUSINESS APP STORE	The Intelligent Business App Store offers pre-configured content for other Celonis Products. It comes with pre-configured apps, including analyses for Process Analytics, objectives for the Transformation Center, skills for the Action Engine, as well as algorithms for the Machine Learning Workbench. The App Store also provides pre-configured process connectors including a table request, configurations for data extraction, data transformation and data models.

MACHINE LEARNING WORKBENCH	The Machine Learning Workbench (1) provides other Celonis Products such as Process Analytics, Action Engine, or open application framework applications with advanced analytics data including predictions, simulation scenarios, or analysis of unstructured data, (2) is a platform for data scientists to build advanced analytics use-cases in an open ecosystem, (3) contains the ML Suite, a python package to help the User solve the most common process related machine learning tasks. For heavy ML workloads, a dedicated instance is available as an add-on product.
TRANSFORMATION CENTER	The Transformation Center helps the User monitor the performance of all Your processes in one central place. It provides the User with an overview of Your objectives and KPI development. The Transformation Center is designed to measure the success of Your process improvement and transformation initiatives. In the Transformation Center, the User can define qualitative objectives (e.g. strategic initiatives) and assign associated quantifiable KPIs for any data model. This allows You to align Your team, department and company and monitor your transformation journey.
TASK MINING	Task Mining enables end-to-end process insights by combining Business Data with Desktop Data on how your team executes its mutual tasks. Please note: Task Mining is available by default and can optionally be activated by You. The data privacy legislation of the country in which the User of Task Mining is resident or otherwise subject to the respective legislation may be different. Therefore, prospective Users are advised to consult their data privacy experts before activating Task Mining.

The Intelligent Business Cloud is a cloud service accessed via a web interface. You may require hosting all or some of Your data on Your own premises. In this case, You are entitled to make use of the Celonis hybrid deployment. To this end, we will provide You with the materials required for the Celonis hybrid deployment.